Effective January 14, 2011

SCHEDULE "J"

General Service Demand

Availability:

Applicable to general light and/or power loads which exceed 5,000 kilowatthours per month three times within a twelve-month period or which exceed 25 kilowatts but are less than 200 kilowatts per month, and supplied through a single meter.

Service will be delivered at secondary voltages as specified by the Company, except where the nature or location of the customer's load makes delivery at secondary voltage impractical, the Company may, at its option, deliver the service at a nominal primary voltage as specified by the Company. Service supplied at primary voltage shall be subject to the special terms and conditions set forth below.

This Schedule is closed to new customers with the kW demand equal to or greater than 200 kW after January 13, 2011. Existing customers with maximum measured kW demand equal to, or greater than 200 kW per month may continue to receive service under this Schedule, until the customer transfers to other applicable rate schedule.

RATE:

CUSTOMER CHARGE:

Single phase service	- per	month	\$36.00
Three phase service	- per	month	\$61.00

DEMAND CHARGE: (To be added to Customer Charge)

All kW of billing demand - per kW \$9.00

ENERGY CHARGE: (To be added to Customer and Demand Charges)

First 200 kWhr/month/kW of billing demand - per kWhr 26.9733 ¢ Next 200 kWhr/month/kW of billing demand - per kWhr 24.7561 ¢ Over 400 kWhr/month/kW of billing demand - per kWhr 23.7551 ¢

Energy Cost Adjustment Clause:

The energy cost adjustment provided in the Energy Cost Adjustment Clause shall be added to the Customer, Demand, and Energy Charges.

HAWAII ELECTRIC LIGHT COMPANY, INC.

Docket No. 05-0315; Order Approving Hawaii Electric Light Company, Inc.'s Revised Tariff Sheets and Rate Schedules, Filed on November 12, 2010, As Amended, Filed January 7, 2011 Transmittal Letter dated January 13, 2011.

Effective January 14, 2011

Schedule "J" (Continued)

Integrated Resource Planning Cost Recovery Provision:

The Integrated Resource Planning Cost Recovery Provision shall be added to the Customer, Demand, and Energy Charges, and energy cost adjustment.

Minimum Charge:

The monthly minimum charge shall be the sum of the Customer and Demand Charges. The Demand Charge shall be computed with the above demand charge applied to the kilowatts of billing demand, but not less than \$225.00 per month. The kilowatts of billing demand for the minimum charge calculation each month shall be the highest of the maximum demand for such month, the greatest maximum demand for the preceding eleven months, or 25 kw.

Determination of Demand:

The maximum demand for each month shall be the maximum average load in kilowatts during any fifteen-minute period as indicated by a demand meter. The billing demand for each month shall be the maximum demand for such month or the mean of current monthly maximum demand and the greatest maximum demand for the preceding eleven months, whichever is higher, but not less than the minimum billing demand of 25 kilowatts.

Power Factor:

For customers with maximum measured demands in excess of 200 kilowatts per month for any one time within a twelve-month period, the following power factor adjustment will apply to the above energy and demand charges.

The above energy and demand charges are based upon an average monthly power factor of 85%. For each 1% the average power factor is above or below 85%, the energy and demand charges as computed under the above rates will be decreased or increased, respectively, by 0.10%.

The average monthly power factor will be determined from the readings of a kWhr meter and kvarh meter, and will be computed to the nearest whole percent and not exceeding 100% for the purpose of computing the adjustment. The kvarh meter shall be ratcheted to prevent reversal in the event the power factor is leading at any time.

HAWAII ELECTRIC LIGHT COMPANY, INC.

Docket No. 05-0315; Order Approving Hawaii Electric Light Company, Inc.'s Revised Tariff Sheets and Rate Schedules, Filed on November 12, 2010, As Amended, Filed January 7, 2011 Transmittal Letter dated January 13, 2011.

Superseding Revised Sheet No. 52D Effective February 21, 1995

REVISED SHEET NO. 52D Effective January 14, 2011

Schedule "J" (Continued)

Primary Supply Voltage Service:

Where, at the option of the Company, service is delivered and metered at the primary supply line voltage of 2400 volts or more, the energy and demand charges as computed under the above rates will be decreased by 2.5%. When customers' transformers are adjacent to the delivery point, the Company may permit the customer to be metered at a single point on the secondary side of his transformers where such point is approved by the Company. When the energy is metered on the secondary side of the customers' transformers, the above energy and demand charges will be decreased by 0.6%.

Term of Contract:

Not less than five years beginning from the service start date. If service is terminated before the end of the initial contract term, the customer shall be charged a termination fee equal to the total connection costs incurred by the Company to service the customer less customer advance and/or contribution paid by the Customer.

Rules and Regulations:

Service supplied under this rate shall be subject to the Rules and Regulations of the Company.

HAWAII ELECTRIC LIGHT COMPANY, INC.

Docket No. 05-0315; Order Approving Hawaii Electric Light Company, Inc.'s Revised Tariff Sheets and Rate Schedules, Filed on November 12, 2010, As Amended, Filed January 7, 2011 Transmittal Letter dated January 13, 2011.